

# Communication: Report from PMRA

Presentation to the  
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# Information Culture to Communication Culture

- ▶ Talking with PMRA Staff about change
- ▶ Developing risk communication framework
  - ◆ Objectives, benefits, principles of risk communication
  - ◆ Preparing guidance for staff

# Communications Approach, Media Coverage

- ▶ Capacity Building:
  - ◆ Have identified and trained additional media spokespersons
- ▶ Communicating More:
  - ◆ Upon request, at the municipal level
  - ◆ Status of re-evaluation

# Plain Language Communications

- ▶ Improve comprehension of PMRA's key scientific regulatory documents:
- ▶ Goals:
  - ◆ Easy to navigate
  - ◆ Appropriate reading level
  - ◆ Sufficient detail to provide for meaningful consultation
  - ◆ Effective use of summary tables
  - ◆ Rationale for proposed decision should be clear and simple
  - ◆ Highlight risks that required mitigation or concerns

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# Efficiencies

- ▶ Plans to consolidate key communication functions within PMRA:
  - ◆ Strategic Communications
  - ◆ Media Relations
  - ◆ Call Line
  - ◆ Publications

# Next Steps

- ▶ Team established to lead reform of PMRA communication approach
- ▶ Examination of PMAC WG recommendations
- ▶ Exploring possibilities for augmenting communication resources

# Questions

- ▶ Does PMAC support the initial changes the PMRA is making?
- ▶ Does PMAC support the simplification of the scientific regulatory documents?